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<p>Substitute for form 1449A/PTO</p> <p>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</p> <p>(use as many sheets as necessary)</p>				<p><i>Complete if Known</i></p> <table border="1"> <tr> <td>Application Number</td> <td>09/702,045</td> </tr> <tr> <td>Filing Date</td> <td>October 31, 2000</td> </tr> <tr> <td>First Named Inventor</td> <td>Louis J. Morsberger</td> </tr> <tr> <td>Group Art Unit</td> <td>Unassigned</td> </tr> <tr> <td>Examiner Name</td> <td>Unassigned</td> </tr> <tr> <td colspan="2">Attorney Docket Number</td> </tr> <tr> <td colspan="2">MFSI-001/01US</td> </tr> </table>		Application Number	09/702,045	Filing Date	October 31, 2000	First Named Inventor	Louis J. Morsberger	Group Art Unit	Unassigned	Examiner Name	Unassigned	Attorney Docket Number		MFSI-001/01US	
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MFSI-001/01US																			
Sheet	1	of	3																

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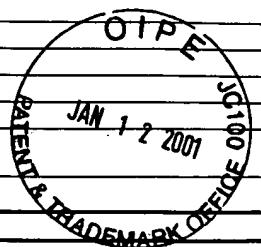
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				Group Art Unit	Unassigned
Examiner Name	Unassigned				
Sheet	2	of	3	Attorney Docket Number	MFSI-001/01US



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QAB		DELL, A.; "The Next Big Wave," The Industry Standard, August 21, 2000, p. 83	
QAB		Digital Marketing Services Website, Incentive Marketing, http://www.dmsdallas.com/marketing.html , 3 pages	
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QAB		Planet Feedback Website, Planet Feedback Welcomes You!, http://www.planetfeedback.com/homepage/0,1264,,00.html , 2 pages	
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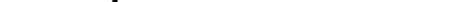
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<p>First Named Inventor</p>		<p>Louis J. Morsberger</p>			
<p>Group Art Unit</p>		<p>Unassigned</p>			
<p>Examiner Name</p>		<p>Unassigned</p>			
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				Filing Date	October 31, 2000
				First Named Inventor	Louis J. Morsberger
				Group Art Unit	2163
				Examiner Name	Unassigned
Sheet	1	of	1	Attorney Docket Number	MFSI-001/01US

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY
		Number	Kind Code ² (if known)		
QJB	A1	4,345,315	705/10	Cadotte et al.	08-17-1982
QJB	A2	5,724,262	702/186	Ghahramani	03-03-1998
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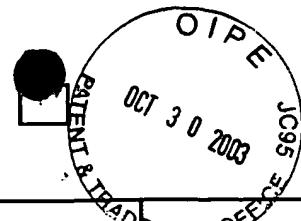
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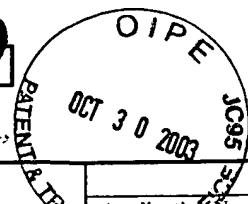
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				Initial Date	October 31, 2000
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				Group Art Unit	2163
				Examiner Name	
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QMB	2	Dyan Machan, "An Edison for a New Age?" Forbes, May 17, 1999, 178-85.	
QMB	3	e-Satisfy.com, Home, available at www.customerinsights.com (2000).	
QMB	4	Active Research, "Market Research Automation Services (3 pages), available at www.activeresearch.com/products/ara_1.html (no date)	
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QMB	9	eBay.co.uk "What is Feedback?" (2 pages), available at http://pages.ebay.co.uk/services/forum/feedback.html (Prior to Nov. 11, 2001)	
QMB	10	eBay.co.uk, "Why is the Feedback Forum one of Your most Valuable Tools?" (2 pages), available at http://web.archive.org/web/19991127225226/http://pages.ebay.co.uk/services/forum/feedback.html (1999).	
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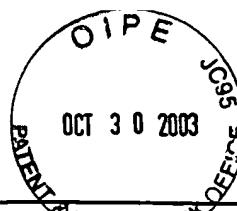
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QNB	13	TeleCheck, "Making Checks Our Responsibility," wysuwyg://17/http://www.telecheck.com/home/home.html (1999).	(2 pages),	available at	
QNB	14	Louis Trager, "ValueStar finds golden goose in consumer guide," San Francisco Examiner, Business, D-1, D-7 (Feb. 25, 1996).			
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QNB	18	ValueStar, "Register Online," www.marmalade.com/vs_bs/web1/consumer/register/reg_frm.html (non-public development server) 1 page, October 8, 1999			
QNB	19	ValueStar, "Rating Process," www.marmalade.com/vs_bs/web1/consumer/rate/rate.html , (non-public development server) 1 page, October 25, 1999.			

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